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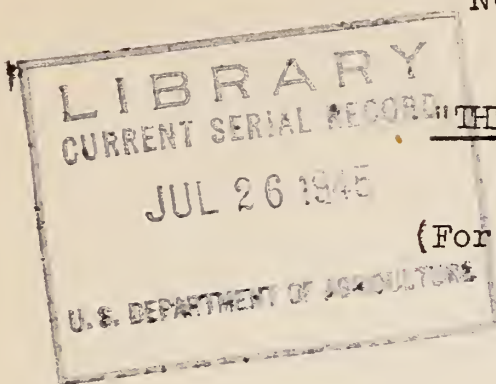
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OFFICE OF DISTRIBUTION  
150 Broadway  
New York, 7, New York



"THE AGRICULTURAL FRONT"

(For Immediate Broadcast)

April....1944

It's Spring on the Agricultural Front! All of you are already hard at work on this year's farm production. And you can be certain that the food you produce is vitally needed. The food you produce is used by the civilians in the United States, and by our men in all branches of the Armed forces who are stationed both here and abroad. In addition, the food you produce helps our allies and liberated countries. Today, we're going to discuss five things. First, the prospective plantings of farmers from the Official Crop Report, issued by the U.S. Department of Agriculture. Second, the need for the milk you produce. And then I'd like to talk to you about price supports followed by a note on last year's potato crop. Finally, eggs for Easter.

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According to the latest Crop Report, the total acreage of crops will probably be several percent larger than last year's figures. It will be very close to the record crop acreage of 1932. If farmers carry out their plans, most of the increased plantings will be in grains, tobacco, and certain vegetables. Farm plans call for an increase of about four million acres of feed grains and sorghums...or over two percent above the acreage planted last year. The chief items slated for increases are corn, sorghums, and oats. There's a decrease of 13 percent ex-



pected in barley. Other acreage decreases are for flaxseed, peanuts, beans, peas, potatoes, hay. Although the planned acreages of all parts of the country had not been received when the report was made, other reports indicate that the plantings of vegetables for canning and processing are likely to be increased about two percent. The acreage of truck crops harvested for the fresh market may finally show an increase of almost 20 percent.

All reports show that farmers in most parts of the country realize that they're faced with a shortage of feed, and a tight labor situation. In consequence, farmers' plans show that while they are doing what they can do to produce needed crops, they are compelled to give primary attention to what they as individuals will be able to do. Their plans also show that, although they will exert themselves to the limit to secure an adequate supply of grain for their livestock, they are shifting to crops for which they have adequate machinery and equipment.

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And speaking of prospects for 1944, the goal for milk production has been set at 121 billion pounds, which is about 2-1/2 percent more than last year's production. According to Judge Marvin Jones, War Food Administrator, no food has a more important place in our wartime supply than milk and its products...and in many ways the dairy cow is our most important farm animal. Although the importance of milk is as old as the first chapter of Genesis, never before has milk gone to war on so many fronts and in so many forms as now.

Naturally, these demands for milk mean that more milk has to be

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produced. And thanks to farmers, last year 60 percent more milk was produced than in any year during the other war. And this is a record to be proud of...especially since farmers produced more milk during the past two years than in any other year in our history, with fewer people on farms than at any time in the last ~~twenty~~-five years.

The increased 1944 goal...2-1/2 percent more than last year's production of course, brings a number of problems. But it's important to consider the reasons why we need more milk. First, vast amounts of milk and its products are used by our own armed forces and civilians. Some milk products are shipped to our allies. Second the needs for concentrated milk products for our military and lend-lease are especially urgent right now. Furthermore, the production of milk makes efficient use of feed. That is, a hundred pounds of feed will produce more protein minerals and vitamins when fed to a milk cow than when used any other way. Therefore, producing more milk means getting more food from our limited feed supplies.

Here's a note of special interest to farmers in this part of the country: The War Food Administration has worked out an agreement with authorities up in Newfoundland whereby workers will be brought into this country for farm employment. This means that within a few days these workers will be recruited and will start southward to help out with some farm labor shortages. It's expected that as many as 1500 people can be obtained from that good neighbor to the North.

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The third thing I want to take up with you is the subject of price supports. Mr. Ashley Sellers, Director, Office of Price, and Assistant Administrator of the War Food Administration recently said that the main purpose of the price supports is to get crops and livestock to win the war, and that farmers should know the current model of the price support machinery. There are two goals for wartime price supports. Besides protecting farm income, they must get the crop we need. They should help you grow more of the necessary foods, and less of others.

One thing that some farmers don't seem to realize is that price supports don't abolish distances. Naturally, farm prices removed from central markets are lower than prices of farm produce near markets. Although price-supports at central markets makes a better market for farmers everywhere, it cannot reach out to every farm, or dispense with grading, shipping, or processing facilities. Also price supports cannot apply indefinitely. They have to be changed from time to time and often must have fixed dates within which they apply.

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The fourth point of interest today is a current topic of conversation these days...and that's the large potato crop. The War Food Administration is encouraging homemakers and managers of restaurants and hotels to buy and use more potatoes. Potatoes deserve recognition as a wartime food that furnishes both energy and some of the vitamins and minerals that are so important in our diets. And in addition, they're a good buy for homemakers because they're on the non-rationed list of foods.

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In addition to going to the regular channels, there are 135 carloads of potatoes every day, from the Northeast Region alone, going to sugar beet plants. There they are shredded and dehydrated. This dried potato pulp is ready to be converted into stock feed or industrial alcohol. As stock feed, it has about the same feeding value as corn meal.

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We're fortunate to have plenty of eggs on hand this year so all of us can have fun with the youngsters...searching for those elusive corners where the Easter Rabbit hides his prizes. This year encourage bunny rabbit to lay as many eggs around the house as possible. He knows where he can get plenty of them. What's more...be sure to eat 'em after you've admired the purple and orange and green colorings. Eggs are good Easter fun and what's more they're good for you, so eat lots of them.

And for the War Food Administration's Egg Buying Program...some recent changes make it easier for poultrymen to sell eggs to the government. Now, offers of eggs to the government will be considered every day. In the past, carlots bought under this program had to be of one size, and one grade. Now, carlots can include three grades and sizes of eggs, in either fibre or wood cases. And, eggs can be offered before they are graded. You can get further information from the War Food Administration, Office of Distribution, 150 Broadway, New York, 7, New York.

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As spring marches steadily onward, let's remember that food is just as much a weapon of war as are guns and planes. Our future food strategy depends largely on the amount of food produced this year.

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